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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of

HAY

Atty. Ref.: 1418-25

Serial No. 09/808,415

TC/A.U.: 2614

Filed: March 15, 2001

Examiner: TBA

For: METHOD OF MEASURING BRAND EXPOSURE AND APPARATUS  
THEREFOR

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September 16, 2004

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**STATUS INQUIRY**

An application was filed on March 15, 2001. However, since then applicant has not received any Official Action from the Patent Office regarding the application. Inquiry is made as to when an Action will be forthcoming.

Respectfully submitted,

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